

Genuine Brannock Device

PROCEDURES FOR CUSTOMIZING A DEVICE

A 250-piece minimum order is required per design.

A customized Brannock Device® foot measurer featuring your logo delivers a strong point-of-sale advertising message while providing your sales staff with a measuring device tailored specifically to your footwear's specifications.

We encourage your input prior to the preliminary design, since you understand your footwear fit requirements best and how the devices will be used. Helpful information includes:

- Who will use the devices – a sales associate or the customer?
- What calibrations does your footwear use, i.e. US sizes, Mondo Point, Euro, etc.?
- Does your footwear use special width calibrations?
- Do you need adult, women, and kids sizes?

ARTWORK:

We use your logos, colors, and sizing information to create a device that meets your specifications. Please provide the following information for us to design artwork for your custom device:

- Logo files in an Illustrator .eps or .ai format
- The number of and PMS colors* used in logo
- Any additional literature or a web page showing your logo and its proper use
- Measuring system used, i.e. US sizes, Mondo Point, European

Files should be emailed to: info@brannock.com. Once the artwork is received, we will begin preliminary scale design.

** We use Pantone colors as a target color to reproduce your company logo and image. We are unable to achieve exact matches to the Pantone color system but are able to come very close. All processes must allow for some variance from the Pantone standard.*

Some customers have an in-house graphic design team. Upon request, we can provide a template

which has the basic parameters and scale layout. Your designers can work to create the design, logo, colors, and branding you're looking to achieve. Once you have selected the design for production, return the template to us for verification of sizing and print specifications.

APPROVAL:

We will email you a .PDF file of the preliminary measuring scale as a means for you to view the overall appearance of the design. This is an efficient way of providing you with a first impression of the layout, logo, and use of colors. Any suggestions and changes can be easily incorporated at this time.

Once you feel the overall look is acceptable, we will send an actual Brannock Device with a color paper scale mock up. This provides an excellent representation of how the device will look and perform. The sample device should be carefully tested for the correct scale calibration and artwork layout, since this artwork will be used for the production devices. After testing and approving the sample device, you'll be required to sign a production authorization form indicating the device is correct and ready for production. The sample device and the sign off form must be returned to Brannock Device Co.

PRODUCTION:

Production estimates provided begin once we have received all necessary information, including but not limited to:

- A written purchase order.
- A 30% pre-production deposit that applies to all custom orders.
- The sign off sample device.
- The signed production authorization form.

Production lead times provided are an estimate and vary depending on several factors.

Proudly 100% made in the USA

The Brannock Device Co., Inc.

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